SMS marketing means sending promotional SMS to the user to introduce the brand and sell products.

Marketing your business can take up a ton of time and resources. As an independent retailer, it can be difficult to gain traction through your marketing efforts due to social media algorithm updates and the sheer volume of emails that most people receive daily.

According to research, most people check their mobile phones more than 100 times a day. Also, evidence has shown that 98% of people open and read their mobile advertising SMS, that is why many businesses use SMS advertising to connect with their audience and grow their business. In this article, we intend to introduce SMS marketing, how to use SMS Marketing, the advantages of SMS Marketing and the types of SMS Marketing in detail.

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What is SMS Marketing?

SMS marketing, which most of us know SMS marketing is the use of promotional SMS to introduce a brand. This marketing method is one of the best and easiest ways to communicate with customers through which businesses share their marketing information (discounts, news, new products...) with customers.

SMS Marketing has a great effect on increasing product sales and branding because most people read their mobile phone SMS and become familiar with brand advertisements. In fact, SMS marketing is one of the cheapest and easiest ways to attract new customers and convert regular customers into loyal customers.

Types of SMS marketing

The world of SMS Marketing is so wide and you can communicate with your audience in different ways. In this section, we introduce some types of SMS so that you dears, can achieve your goal by using them.

1. promotional SMS
2. Reminder SMS
3. Interactive SMS

What is Promotional SMS?

Promotional SMS is a type of SMS marketing that is sent to the audience with the purpose of introducing the brand, introducing the product and selling the product. For example, you sell a website design training course and offer customers a 25% discount for 1 day at the beginning of your festival (campaign). Here you need to advertise your product, so SMS advertising is the best type of SMS marketing to sell your products.

One of the other uses of this marketing method is that most businesses send a welcome text message to the customer when they see that the user has added their product to their shopping cart so that the customer can buy the product.

What is Reminder SMS?

Reminder SMS is a type of SMS marketing that you can also use to support your other campaigns, meaning that if you had previously launched an SMS Marketing campaign and it has been a while, your new SMS will You can remind the user to renew the subscription or purchase the product again. Keep in mind that this small reminder can have a big impact on the sales process because many of the previous customers will return to your store to buy a new product.

What is Transactional SMS?

Interactive SMS, which is called transactional in English, refers to a text message that the business in question delivers the information needed by the customer through this message. In this type of SMS, you do not need to write an attractive text, because only the information needed by the customer (customer order code, activation code, purchase cancellation code, renewal code, product purchase, address, company name (brand), support number) You send him a simple message. The purpose of sending this type of SMS is to keep the customer and finally turn him into a loyal customer.

Advantages of using SMS marketing

SMS marketing has many advantages, and here we mention some of the most important ones.

1. SMS has a high open rate

Today, there is at least one mobile phone in every home, and according to statistics, more than 64% of people in the world have access to mobile phone. Therefore, using SMS marketing works well. For example, if you launch a 10,000 people SMS advertising campaign and send an advertising message to all 10,000 people, at least 8,000 people will open and read your advertising SMS. So you can easily invite many users to your business by placing a link in the text of your SMS.

2- SMS marketing has a high response rate

Statistics show that 45% of people respond to SMS advertising on their mobile phones, this is a very valuable figure for getting organic traffic to the site and selling products. Let's assume that of the 10,000 people to whom you send SMS, about 45% (4,500 people) enter your site and only 400 of these people buy your products. How much profit do you make?

One of the advantages of SMS marketing is the high speed send rate, because firstly, you don't need to design a photo to launch a campaign in advertising SMS, and secondly, your message reaches the recipients faster than email and Instagram. So you can save your time.

3- SMS Marketing is Cost effective

The cost of sending an SMS is much lower than other types of advertising, in the sense that you can send an SMS to your audience for a few Cents and encourage them to sell your products. As all other marketing methods are expensive, it’s the best choice to do SMS-marketing than other methods of marketing for introducing your brand and selling products.

Moreover, once you do your first SMS Marketing campaign, then next campaigns will be much cheaper, for you don’t need to make a new list of contact numbers, so you can just pay the fees of SMS.

How to use SMS Marketing?

To launch a successful SMS marketing campaign, you must follow its specific points and have a specific strategy, here we have explained a series of these points that you must know before starting the campaign, then we will describe the steps to start a campaign.

1- Take action at the right time

Sending promotional SMS only works well at the right time, which means that you cannot send SMS to your audience at any hour of the day, because it is possible to send SMS during leisure and holidays when the audience is resting. MS Ads will annoy them, so first check when is the best time to send SMS to your audience.

2- Keep in mind the limitations of SMS marketing

You cannot use any tone in advertising SMS because SMS marketing is a marketing method to attract customers, so for your advertising campaign to be effective, you must use a sincere, respectful and polite writing tone and use this writing tone in Use all your posts on other social networks (Facebook, Instagram, email...) because this will give your business a special identity.

3- Improve your digital marketing strategy by using SMS marketing

SMS Marketing is an important part of digital marketing or online marketing, which you can use to sell your products in a short period of time. Meanwhile, you can use SMS marketing to support other campaigns (email marketing, YouTube). Marketing, click ads...) also use it. For example, you can mention your email marketing campaigns in the text of your message and remind your audience to open and read the promotional emails they received from you. This will increase email open rates by 30%.

Note: So far, we have mentioned important points that you should keep in mind before launching your advertising campaign, now we will discuss how to launch an advertising campaign.

It is easy to set up an SMS marketing campaign, so you don't need to be afraid of setting up a campaign and sending SMS, in fact, setting up an SMS marketing campaign is easier than other types of campaigns because by doing a few simple steps and writing a text You can easily start your campaign, below are some important steps:

1. Determine the budget of your SMS marketing campaign

In the world of digital marketing, the most important thing is to determine the budget because you cannot launch any campaign without a budget, so first determine how many people you intend to send SMS to, and most importantly, determine the cost of your advertising campaign. Of course, the cost of your campaign will be different depending on the topic of your SMS, the advertising package you choose and the service company that does your advertising.

2. Make a list of the audience for your SMS marketing campaign

Since the purpose of launching an SMS marketing campaign is to attract the attention of the audience, you must determine which people are most likely to buy your products according to the services and products you offer, then prepare a list of your target audience numbers. do. For example, if you sell English language teaching books, it is better to choose university students and school students as your target audience because the most people who need language teaching resources are students and students.

3. Prepare an attractive text for your SMS marketing

To write advertising text, you should keep in mind that your advertising text is limited, so you should write it in the best possible way, in the sense that your text should be very attractive and start with an attractive sentence to encourage the customer to buy all the offers. Read you and pay attention to them.

One of the other points that you should keep in mind when writing the text is that your text should include discounts or special offers that are useful for the customer. Therefore, if your SMS text is not useful for the customer, it is better not at all. Do not send because such SMS are disturbing for the customer. (don't forget the benefit of the customer)

Scientific research has proven that an attractive text message creates a sense of necessity in the customer and makes the customer buy the product. When the customer feels the need, the effect of the message will be multiplied. Therefore, you can set an expiration date for a special product offer or discount. Determine and ask the audience to act as soon as possible to get this exceptional opportunity (special discount).

Once you have decided to prepare the text of your promotional SMS, you must write your website link in the SMS so that the customer can easily click on your website link and enter your business. If the customer reads your advertising message, clicks on the link but does not open your site, you will lose most of your customers.

4. Start your SMS marketing campaign

After you have prepared all the steps for your campaign, it's time to launch your campaign and check the campaign results to find out how many clicks your site received and how many people responded to your SMS marketing campaign. Be sure that by doing the above steps and the key points of this article, you will get a great result from your advertising campaign.

Conclusion

SMS Marketing as one of the effective methods in online marketing has many uses in establishing a relationship between business and audience, increasing product sales, informing the audience of new products and reminding of previous campaigns. In this article, we tried to provide you with useful and practical information by introducing topics related to SMS marketing, so that you can use these advertisements to grow your business and reach your final goal.

If we have missed a topic, we will add topics in the next updates of this article, and you can share your opinions with us and others in the comments section of this page.